

A TICKET GIVEN WITH EVERY \$1.00 CASH PURCHASE, WHICH ENTITLES YOU TO A CHANCE AT

Two Free Trips to the World's Fair

# SMITH & AMBERG

EVERY \$1 PAID ON ACCOUNT BY MAY 1, ENTITLES YOU TO

Chance at 2 Free Trips to the World's Fair.

## A SPLENDID DISPLAY OF SPRING GOODS

That is the verdict we've heard from the majority of our customers. We are highly gratified to know that they notice and appreciate our efforts. It encourages us to strive for even better things. We are encouraged to carry larger and better stocks. Every effort is made to please you, and you run no risk in trading here, for you know that if you make a purchase that is not satisfactory to you, *we make it satisfactory*. We never consider a sale made until you are satisfied.



### Stylish Trimmed Millinery

It is no wonder so many women are buying their hats of us this year, for we have the most stylish millinery ever shown in this city. We are continually receiving new creations that are exact

reproductions of the latest models, but our prices are only a fraction of those asked in cities.

**TRIMMED DRESS AND STREET HATS,** the cleverest showings of the season. The values have never been better than these—  
**\$1.25, \$2, \$2.50, \$3, and up to \$10.**

**Ready-To-Wear Hats,** In all colors and styles, nicely trimmed with velvet, quills, ornaments etc. .50c, .75c, \$1.00, \$1.50, up to \$5.00

**Children's Dress Hats** and Sailors, trimmed with ribbons and flowers from 25 cents up. **BABY CAPS,** nicely embroidered, tucked and hemstitched, also the washable kind from 25 cents up.

### CORRECT STYLES IN SKIRTS.

Ready-to-wear skirts that look and wear as well as though made to measure; that's the kind you find here. The reason for this is that we buy only of the very best houses.

Just note the careful stitching, and the neatness of the workmanship on each garment.



**Walking and Dress Skirts** Made of mixtures, Cheviots, and Meltons, in walking length, nicely tailored and strap trimmed. Also dress skirts made of Mohair, Sicilians, pleated or plainly flared effects, trimmed with straps, yokes and miniature buttons, in all lengths, for both women and misses.

Prices from **\$2.25 to 13.50**

**WASH SKIRTS** of linen and cotton suitings, stylishly made, from **\$1.25 to \$1.75**

## The Worlds Fair

Opened last Saturday. Do you want to make the trip free? By trading with us you have that chance. With every \$1 cash purchase we give you a ticket entitling you to a chance at

### TWO FREE TRIPS TO THE FAIR

Including transportation, 6 days' board and lodging, and 6 admission tickets to the fair. If you don't want to go, you can take out the amount in merchandise.

Drawing Takes place June 1.

### PRETTY SHIRT WAISTS.

Shirt waists of white, washable material continue to reign. There is no gainsaying the fact that they are dressy, and for all occasions, too. Our new line is well worth seeing, and the prices speak for themselves.

Splendid assortment of lawn shirt waists in plain tailored styles, tucked fronts and trimmed with medallions **50c to \$3.00**

**Jap Silk Waists**—In black and white trimmed in Valenciennes laces and pleated styles, **\$3 to \$4.50**



### Floor Matting

LARGE VARIETY.

There is nothing that is quite as suitable for summer floor coverings, or that is easier to keep clean than mattings. We sell the best kind at prices that are indeed tempting.

**Japanese Mattings**—Fine quality, linen warp, beautiful designs, in red, blue, and green grounds; regular 40c and 45c values, per yard, **30c and 35c.**

**Japanese Mattings**—Very even and closely made, choice patterns, in a large number of designs, regular 25c and 35c values, per yard, **20c and 25c.**

**Chinese Mattings**—In several different patterns, 12½c values at **10c.**

**Rugs**—Are shown from the small mat size to the large room size, in the latest patterns and colorings

**Carpets**—A number of new spring patterns in all wool extra supers, cotton chains and granites from **30c to 80c** per yard.

A beautiful sample line in tapestries, brussels, velvets, axminsters and wiltons, suitable for halls, stairs, dining rooms, parlors, sleeping rooms, etc. An examination of this sample line will convince you that we have the choicest patterns and colorings to be found.

He Looks the Whole World in the Face. He's Perfection Clad.



You can spot him wherever you see him—the boy who wears Perfection.

He's well dressed, and he knows it.

And the fact gives him the same self-reliance it does his father or any other man. It's time, now, your boy began to care more about his clothes—he must be taught to take proper pride in his appearance.

Put Perfection on him—you'll soon note the difference. Its manly styles and natty cut will tell on his manners.

Don't forget, either, that this is "the clothing that's built." The label is your guarantee that every Perfection suit must satisfy—you're sure to get just what you pay for here.

**Prices from \$1.25 to \$7.50.**

## Smart Footwear

FOR SPRING AND SUMMER SERVICE. Our shoe section is now stocked with all the new and fashionable shoe ideas of the season. We've aimed to give you as much style and a better quality at a lower price than other shoe stores. That we have succeeded is best attested by the superlative lines that now await you here.



**Our Women's "Dorothy Dodd" Shoes and Oxfords** Are daily the subject of much praise at the hands of pleased customers. They contain more style than any similar priced shoe made. We have them in patent kid, vici kid, dull kid—in the new Gibson ties, low button or oxford—French, Cuban or military heels. Ask to see them the next time you come. **Oxfords \$2.50, \$3, Shoes, \$3, \$3.50**

**Florsheim Shoes and Oxfords** One of the prominent features of our shoe department is a large assortment of high grade stylish, serviceable footwear for men. We have them in all leathers, Patent Vici, Pat Chrome, Vici Kid, Box Calf and Tans, in all the newest shapes, from **\$3.50 TO \$5.00**

## Bench Tailored Clothing.



"Sterling" Clothes are "Bench-Tailored."

**Sterling Clothes** Are ready to put on. They are intelligently designed, tailored on the bench and finished by hand. The coats are absolutely shape retaining, and are so warranted by the makers. In fact Sterling clothes are of the same materials as the best merchant tailors show you—the same snappy designs—the same fine workmanship—but are not the same in price by about one-half. That's why buying Sterling clothes is the thrifty man's way. There are few men, be they tall, short, lean, or of regular proportions whom Sterling clothes will not fit as well, even better, than some tailors' work. We are showing the very best materials in a large range of patterns from **\$8.50 to \$16.50**